

# Custom Kit™



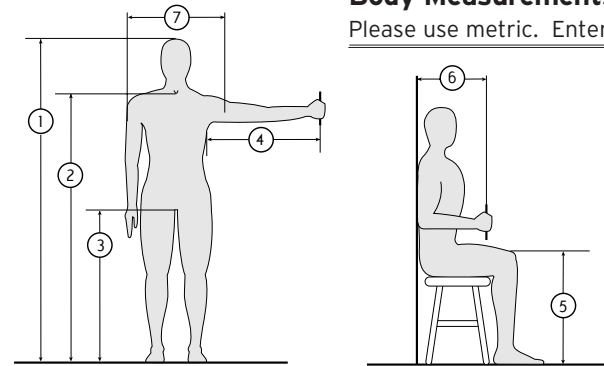
**Thank you for choosing Seven Cycles. Our Custom Kit order form makes it fast and easy to get your ideal bike.**

- ▶ If you are ordering a road, cyclocross, touring, commuter bike, or road tandem, please complete pages 2 & 3.
- ▶ If you are ordering a mountain bike or mountain tandem, please complete pages 2 & 4.
- ▶ Please be sure to list all components you will be using on your new bike. Knowing this information is essential to your bike's fit and performance, and to avoid any compatibility issues.

**If at any point you have questions, please contact your local authorized Seven retailer or Seven Cycles.**

## Body Measurements

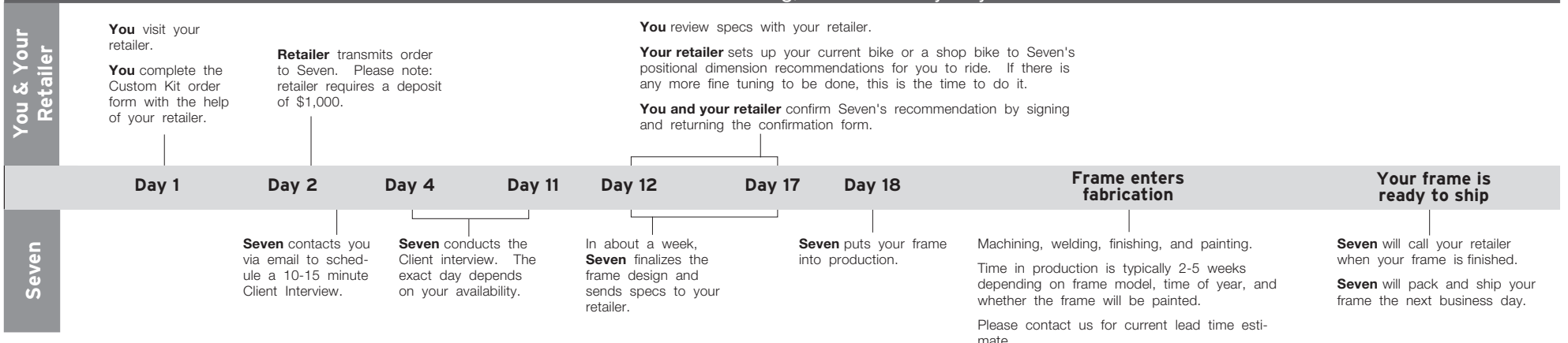
Please use metric. Enter values on Page 2.



- 1 Height:** In stocking or bare feet, stand with heels and rump against the wall; feet should be 7" (18cm) apart.
- 2 Total Body Length:** Assume the same stance as Height. Measure from the ground to the lowest point of your sternal notch.
- 3 Inseam:** Remaining in the Height stance, hold a book with a 1-1/2" (3.5cm) binding so the binding is pressed hard against your crotch—like a saddle—and the bottom of the book is against the wall. Measure from the ground to the top edge of the binding.
- 3a** Please tell us what inseam measuring tool you used, i.e. BikeFitting, Fit Stik, etc..
- 4 Arm:** Hold your arm outstretched to your side, horizontal to the ground. Grip a pencil in your fist, perpendicular to your arm. Measure from the pencil to your rib cage, just under your arm.
- 5 Lower Leg:** In stocking or bare feet, in the seated position, measure both the left and right lower legs from the top of your kneecap to the floor. There may be discrepancies between left and right.
- 6 Forearm:** Grip a pencil in your fist perpendicular to your arm. Bend your elbow to a 90-degree bend. Measure from the backside of the elbow to the pencil.
- 7 Shoulder Width:** Measure the distance from the outside of one shoulder to the outside of the other.
- 8 Foot:** List cycling shoe size.

## Order Process

Please note: due to the nature of custom frame building, lead times may vary.



Seven will call your retailer when your frame is finished. Seven will pack and ship your frame the next business day.



**Personal Information**

Please write above the line provided.

\_\_\_\_\_

Name \_\_\_\_\_

Gender \_\_\_\_\_ Age \_\_\_\_\_ Weight \_\_\_\_\_

Home Phone Number \_\_\_\_\_ Work Phone Number \_\_\_\_\_

E-mail address \_\_\_\_\_

Occupation \_\_\_\_\_

7 character password (case sensitive) for website order tracking \_\_\_\_\_

Home address \_\_\_\_\_ Number and Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Authorized Seven Retailer \_\_\_\_\_

Salesperson \_\_\_\_\_

**Body Measurements**

Instructions are on page 1. Please use metric.

① <input type="text"/>	⑤ <input type="text"/>	Left
② <input type="text"/>	⑥ <input type="text"/>	Right
③ <input type="text"/>	⑦ <input type="text"/>	Left
③a <input type="text"/>	⑧ <input type="text"/>	Right
④ <input type="text"/>		Left
		Right

**Your Riding Habits**

Number of years riding  Hours per week, average  Pedaling cadence, average

**Your riding style:** check all that apply.

- Spinner  Pedal Through Corners  Climb Seated
- Gear Masher  Coast Through Corners  Climb Standing

**Body Information Data**

How would you rate your flexibility?  
From a standing position with knees locked:

7	8	9	10	11	12	13	14
Pains on Floor			Fingertips to Floor			Cannot touch Floor	

Do you experience lower back pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Do you experience upper back pain or shoulder blade pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

Do you experience neck pain?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

- Back/neck pain is cycling related
- Back/neck pain is not cycling related

Do you experience hand numbness?

7	8	9	10	11	12	13	14
Never			Long Rides			Always	

**Current Bicycle Information**

Brand \_\_\_\_\_ Year \_\_\_\_\_

Model \_\_\_\_\_ Material \_\_\_\_\_

Saddle Brand & Model \_\_\_\_\_  Set Back  Center mount

Seat post \_\_\_\_\_

Handlebar \_\_\_\_\_

Brake Lever - Road only \_\_\_\_\_

Pedals \_\_\_\_\_

**How would you describe your current bike?**

**Handling:** Responsiveness, cornering, and descending

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Sluggish			Ideal			Too Squirrelly							

**Drivetrain Rigidity:** Acceleration and climbing

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Soft			Ideal			Way Too Stiff							

**Vertical Compliance:** Ride comfort

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Too Soft			Ideal			Way Too Stiff							

**Reach:** When riding in the saddle with hands on hoods or grips

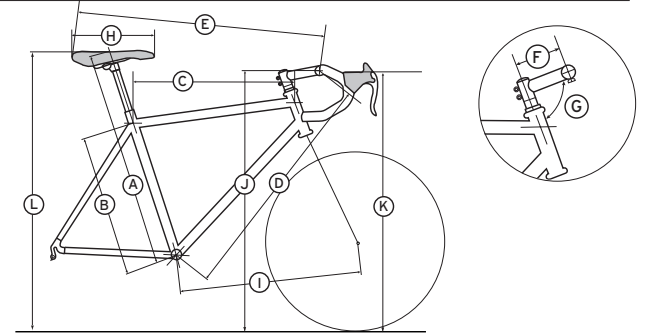
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Way Too Short			Ideal			Way Too Long							

**Handlebar Height:** When in the saddle with hands on hoods or grips

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Way Too High			Ideal			Way Too Low							

**Bicycle Measurements**

Taken from your current bicycle. Please use metric.



- A**  **Saddle Height:** Measure from the center of the bottom bracket to the top of the saddle, along the length of the seat tube.
- B**  **Seat Tube Length:** Measure from the center of the bottom bracket to the intersection of the top tube and the seat tube.
- C**  **Top Tube Length:** Measure from the intersection of the top tube and head tube horizontal to ground, back to the seat tube center line.
- D**  **Cockpit:** Measure the direct line from the center of the bottom bracket to the center of the stem/bar intersection.
- E**  **Handlebar Reach:** Measure from the saddle tail to the handlebar/stem intersection.
- F**  **Stem Length:** Measure along the length of the stem from headset bolt center to bar center.
- G**  **Stem Angle:** Provide your stem rise, if known.
- H**  **Saddle Length:** Measure from the saddle nose to the saddle tail.
- I**  **Front-Center:** Measure a direct line from the crank arm bolt center to the front axle center, with the front wheel in plane with the frame.
- J**  **Ground to Bar Center:** Measure from the ground to the handlebar/stem center.
- K**  **Grip Height:** Measure from the ground to the topside of the brake hoods or grips.
- L**  **Ground to Saddle Top Mid-Point:** Measure from the ground to the top of the saddle.

**Your saddle position was adjusted to achieve:**

- Maximum pedaling power.  Comfortable reach to the handlebars.
- Knees on a plumb line to pedal spindle.  Don't know; someone else set it up.

**Saddle nose:**  Level to ground  Pointed down  Pointed up

**Saddle rails:**  Towards front of saddle  
 Towards back of saddle  
 Centered



### Your Seven Model (please choose one)

**Road**  Diamas SLX  Diamas SL  Diamas S  Elium SLX  Elium SL  
 Axiom SLX  Axiom SL  Axiom S  Resolute SLX

**Triathlon**  Kameha SLX  Kameha SL

**'Cross**  Mudhoney SLX  Mudhoney SL  Mudhoney S  Mudhoney

**Traveler**  Expat S  Café Racer S  Halcyon S  Halcyon  Parcour S

**Tandem**  Axiom 007 SL  Resolute 007

### How will you use your new bike? Mark % of time for all that apply.

Fun	<input type="text"/>	Criterium	<input type="text"/>	Touring: Loaded	<input type="text"/>
Road Training	<input type="text"/>	Time Trialing	<input type="text"/>	Cyclocross	<input type="text"/>
Club Riding	<input type="text"/>	Triathlon	<input type="text"/>	Track	<input type="text"/>
Stage Racing	<input type="text"/>	Century	<input type="text"/>	Commuting	<input type="text"/>
Road Racing	<input type="text"/>	Touring: Light	<input type="text"/>		

### Your Seven's Ride Characteristics: How Would You Like Your Seven To Ride?

#### Defining Lightweight vs. Stiff

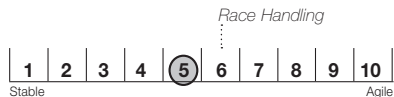
Attributes	Lightweight	Stiff
Benefits	<ul style="list-style-type: none"> <li>Lighter frame</li> <li>More lively ride</li> </ul>	<ul style="list-style-type: none"> <li>More snap</li> <li>Better acceleration</li> </ul>
Considerations	<ul style="list-style-type: none"> <li>More flexible Bottom Bracket</li> </ul>	<ul style="list-style-type: none"> <li>Heavier frame</li> <li>Harsher ride</li> </ul>
Excels at	<ul style="list-style-type: none"> <li>Climbing</li> <li>Greater comfort</li> </ul>	<ul style="list-style-type: none"> <li>Sprinting</li> <li>Acceleration</li> </ul>

### Circle one number on each scale to mark your preference.

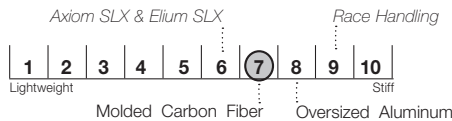
○ Denotes our recommendation for most types of riding.

Note: Please do not attempt to overcompensate in your selections. A 10 really is a 10!

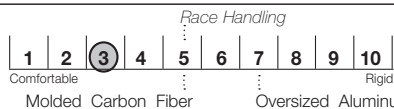
**Handling** Stable handling holds a line better and excels at descending and long rides. Agile handling is quicker and more responsive and excels at racing.



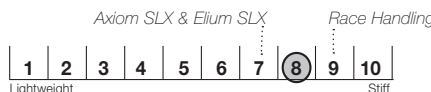
**Drivetrain Stiffness** A stiff drivetrain maximizes power transfer, perfect for sprinters and criterium racers. A lightweight drivetrain results in a lighter frame.



**Vertical Compliance** A generalized frame ride comfort comparison.



**Weight-to-Performance** A generalized comparison of weight-to-performance for non-custom Signature Size™ Sevens.



### Frame Options

**Wheel Size**  700c  650c  26"

**Rear Axle Spacing**  130  135  120

**Bottom Bracket**  
 Standard Threaded  
 Eccentric Bottom Bracket<sup>‡</sup>  
 BB30 Bottom Bracket<sup>‡</sup>

**Dropouts**  
 Road, Standard  
 Track Dropouts  
 Slider Dropouts<sup>‡</sup>

**Brake Type**  
 Road, Standard  Road, Long Reach  Cantilever  
 V-Brake Disc  Brake  Low-Mount Disc Brake

### Cable Routing

Road style: Brake Cable Stops at 7:00 on Top Tube

Threaded Adjusters on Down Tube at Head Tube  
 Internal routing for Shimano Di2<sup>‡</sup>  
 Cyclocross style: all cables on Top Tube  
 Top of Top Tube  Bottom of Top Tube

### Frame Options

Water Bottle Mounts:  0  1  2  3

Pump Peg  Chain Hanger

Fender Mount:  CS Bridge  SS Bridge  On Dropouts

### Rack Options

Rack Mounts:  On Dropouts  On Seat Stays

Custom Seven Rear Rack  Custom Seven Front Rack

Other Rack: \_\_\_\_\_

### Upcharge Options

BTC™ Couplings & Package<sup>‡</sup>  Belt Drive<sup>‡</sup>

### Decal Options

Black w/ White Outline  Other: \_\_\_\_\_  
Upcharge may apply. See brochure for details.

Optional name decal to say: \_\_\_\_\_

Black  Script lettering  Drive side only  
 White  Block lettering  Both sides of top tube

### Paint<sup>‡</sup>

Color(s): \_\_\_\_\_

Scheme: \_\_\_\_\_

See examples of Seven's wide range of paint and decals on our website <http://sevencycles.com/paint.php>. Downloadable templates are available.

### Notes:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Signature

Your signature indicates that all information is true and correct to the best of your knowledge.

### Date

### Services

**Seven's Three-Year Protection Plan - \$495**  
 TYP protects against unforeseen, unlucky, or unfortunate damage to your frame for three years.

**What Components Will You Be Using On Your Seven?**

**Fork**  
 Seven 5E Carbon  Seven CX 'Cross  
 Seven 5E Long Reach  Seven 5E 650c  
 Fender mounts  No  Yes  
 Fork Finish  Carbon Weave  Matte Black<sup>‡</sup>  
 Other Fork: \_\_\_\_\_  
Please specify model

### Seat Post

Integrated Seat Post<sup>‡</sup> - Elium SLX, SL & Mudhoney SLX only

Seven Titanium:  280mm  380mm  Custom  
 Seven Carbon:  280mm  400mm  
 Seven Aluminum:  280mm  400mm  
 Other:  Set Back  Center Mount

### Stem

Custom Seven Titanium  
 Stem angle:  96  Other  Length:   
 Stiffness:  S2 Std  S3 Extra Stiff

Seven Aluminum  Ti bolt upgrade (Al stem only)  
 Stem Sourced by dealer: Length: \_\_\_\_\_ Angle: \_\_\_\_\_

### Handlebar

Seven Aluminum Road Bar Width:  40  42  44  
 Custom Flat Titanium Bar  Custom Seven Tiberius Bar\*  
\*Use our Tiberius Bar order form.

### Ti Spacers

1cm  2cm  Seven's Recommendation

### Seven Component Decal Color:

Red  Silver  Blue

### Additional components that you'll use on your new bike:

Gruppo: \_\_\_\_\_

Crank Set: \_\_\_\_\_  double  triple

Pedal Model: \_\_\_\_\_ Max. Tire Width: \_\_\_\_\_

Saddle Model: \_\_\_\_\_



Tel: 617.923.7774 Fax: 617.923.7757  
 email: [customs@sevencycles.com](mailto:customs@sevencycles.com)

‡ Upcharge Applies



Your Seven Model (please choose one)

- 26-inch, 29-inch, Tandem options with model variants like IMX SLX, Sola SLX, etc.

How will you use your new bike? Mark % of time for all that apply.

Grid for marking usage percentages for categories like XC Race, Technical, Loaded Touring, etc.

Your Seven's Ride Characteristics: How Would You Like Your Seven To Ride?

Defining Lightweight vs. Stiff

Table comparing Lightweight and Stiff attributes: Benefits, Considerations, and Excels at.

Circle one number on each scale to mark your preference.

Denotes our recommendation for most types of riding. Note: Please do not attempt to overcompensate in your selections. A 10 really is a 10!

Handling

Stable handling holds a line better and excels at descending and long rides. Agile handling is quicker and more responsive and excels at racing.

Scale 1-10 for Handling preference, with 5 circled.

Drivetrain Stiffness

A stiff drivetrain maximizes power transfer, perfect for sprinters and criterium racers. A lightweight drivetrain results in a lighter frame.

Scale 1-10 for Drivetrain Stiffness preference, with 7 circled.

Vertical Compliance

A generalized frame ride comfort comparison.

Scale 1-10 for Vertical Compliance preference, with 3 circled.

Weight-to-Performance

A generalized comparison of weight-to-performance for non-custom Signature Size™ Sevens.

Scale 1-10 for Weight-to-Performance preference, with 8 circled.

Services

- Seven's Three-Year Protection Plan - \$495. TYP protects against unforeseen, unlucky, or unfortunate damage to your Seven frame for three years.

Frame Options

- Wheel Size, Head Set Diameter, Dropout Option, Bottom Bracket, Brakes, Cable Routing.

Frame Options

- Water Bottle Mounts, Chain Hanger, Fender Mount.

Rack Option

- Rack Mounts, Custom Seven Rear Rack, Custom Seven Front Rack, Other Rack.

Upcharge Options

- S&S BTC™ Couplings & Package, Belt Drive.

Decal Options

- Black w/ White Outline, Other.

Optional name decal to say:

- Black, Script lettering, Drive side only, White, Block lettering, Both sides of top tube.

Paint

Color(s), Scheme, See examples of Seven's wide range of paint and decals on our website.

What Components Will You Be Using On Your Seven?

Fork

- Fork make and model, Travel, Designed to work with popular mountain fork geometry.

Seat Post

- Integrated Seat Post, Seven Ti, Seven Carbon, Seven Aluminum, Other.

Stem

- Custom Seven Titanium, Stem angle, Stiffness, Seven Aluminum, Ti bolt upgrade, Stem Sourced by dealer.

Handlebar

- Custom Titanium Riser Bar, Width, Rise, Bend Angle, Custom Titanium Flat Bar, Custom Seven Tiberius Bar.

Will you be using another type of handlebar?

- Standard flat handlebar, Riser bar, how much rise?

Ti Spacers

- 1cm, 2cm, Seven's Recommendation.

Seven Component Decal Color:

- Red, Silver, Blue.

Additional components that you'll use on your new bike:

Fields for Gruppo, Crank Set, Pedal Model, Max. Tire Width, Saddle Model.



Tel: 617.923.7774 Fax: 617.923.7757 email: customs@sevencycles.com

Upcharge Applies

Notes:

Signature

Your signature indicates that all information is true and correct to the best of your knowledge.

Date